

## REMARKS

Original claims 8, 9 and 10 have been combined substantively with original claim 16 and, as new claims 19, 20 and 21 with original claim 17. Because the substance of original claims is preserved without narrowing despite amendment of claims 8, 9 and 10 and the corresponding addition of claims 19, 20 and 21, no Festo-like limitations should arise despite some thinking to the contrary. Similarly, the addition of claims 22, et seq. that correspond to original claims 11, 12 and 13 with dependence on original claim 8 should also avoid Festo-like limitations.

In more detail, new claims 8 and 19 correspond to the embodiment 1 of Fig. 3, new claims 9 and 20 correspond to the embodiment 2 of Fig. 3, and new claims 10 and 21 correspond to the embodiment 3 of Fig. 3. A service providing device in claim 8, 9 or 10 confirms whether an input ID code is correct or not by acquiring it from the ID code generating devices (subject matter of original claim 16) and a service providing device in claim 19, 20 or 21 confirms whether an input ID code is correct or not by performing a confirmation process based on the predetermined algorithm with which ID code generating devices generate ID codes (subject matter of original claim 17).

We believe that the rejection under 35 U.S.C. 101 is dismissed by the above-described amendments to the claims. In the system claimed by the amended claims, identification code generating devices are concrete devices having a function to generate a data code, identification code attaching devices are also concrete devices having a function to print a data code on an concrete object and service providing device is a device including a Web server. Therefore, the claimed system is constituted by using a computer system and a printer

and provides a consumer with useful information through the Internet. The claimed invention should produce a useful, concrete and tangible result.

The inventiveness of the invention in the amended claims is explained by the following discussion. The first characterized feature of the present invention is that the system makes it possible to cooperatively plan a sales campaign by plural companies. As mentioned in the embodiment, if a confection maker and a toy maker cooperate to plan a joint sales campaign using the system of the present invention, a remarkable effect will be expected. In this campaign, a first ID code is attached to a candy and a second ID code is attached to a toy and an only consumer who bought both of the candy and the toy can obtain a special service which consumers who bought only the candy or only the toy could not obtain. In general, a candy and a toy are sold in different stores or different shops. Therefore, the above-mentioned joint campaign is very effective, because a consumer who came to a candy shop and bought a candy is expected to visit a toy shop to buy a toy and vice versa.

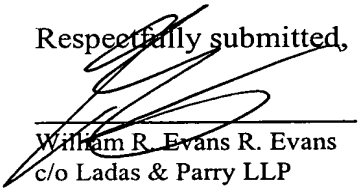
Holda-Fleck discloses a rebate system in a telephone network. In a lookup table 20a shown in Fig. 3, there are several company names as "ABC INC.", "PARAMOUNT", "ACME", etc. Therefore, plural companies can join a campaign held by using the system of Holda-Fleck. However, the above-described remarkable effect of the joint campaign held by using the system of the present invention cannot be obtained in Holda-Fleck's system. In Holda-Fleck's system, "ABC INC.", "PARAMOUNT" and "ACME" join the campaign in parallel. As shown in a lookup table 20c shown in Fig. 3, rebate amounts for the respective manufactures are totaled separately and debited for the respective accounts, and are nothing to do with a rebate for another manufacturer. In the other words, "ABC INC.", "PARAMOUNT" and "ACME" only join a telephone rebate campaign and they have no relation each other. A consumer who bought a product of "ABC INC." can get a rebate from

"ABC INC." as a form of telephone credit, but he/she does not intend to buy a product of "PARAMOUNT" or "ACME". According to the present invention, if "ABC INC." and "PARAMOUNT" hold a joint campaign using the system of the invention, a consumer who bought a product of "ABC INC." intends to buy a product of "PARAMOUNT" in order to obtain a special service. This remarkable effect is not attained in Holda-Fleck, because a fundamental inventive concept of the present invention is totally different from that of Holda-Fleck. Though one consumer to one manufacturer relationship is held in Holda-Fleck, one consumer to two joint manufacturers relationship is held in the present invention.

A second feature of the claimed invention is that an additional service to provide a consumer with various information is available on Web pages. Holda-Fleck's system is just a rebate back system in telephone. The system of the present invention is not a rebate back system, but an information providing system such as a computer game, a quiz and a fortune telling. To refund a rebate and to provide information are totally different services. In Holda-Fleck's system, when a consumer makes a telephone call to input a product code and a serial number via a touch-tone telephone, a rebate amount is credited in his/her telephone account, but he/she does not obtain any useful information through the telephone. In the system of the present invention, when a consumer accesses a Web page to input ID codes, he/she obtains useful information (a computer game, a quiz and a fortune telling) through the Web page. The way of providing benefit is totally different between the Holda-Fleck's system and the system of the present invention.

Reconsideration and allowance are, therefore, requested.

Respectfully submitted,



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